



Agenda

Pagosa Springs Area Tourism Board

Tuesday, March 8th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya, Jon Johnson

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: February Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – February
4. Chair Report
 - a. CDOT Review of Signage – Rick Routh
 - b. Board positions
 1. Lodging Seat
 2. Chamber of Commerce Seat
 3. Board of Realtors Seat
5. Tourism Director Report – Jennie Green
 - a. Go West Recap
 - b. Website Update
 - c. SW Tourism Summit
6. Treasurers Report – Nick Tallent
 - a. Monthly Town Lodging Receipts report – Update

7. Subcommittee Reports

- a. Budget
- b. Marketing
 - i. Hot Springs Loop
 - ii. Marketing Innovation Summit
- c. Events & Infrastructure – Larry Fisher
 - i. Update on climbing / bouldering rocks in town parks
 - ii. Infrastructure request – Wolf Creek Trailblazers
- d. Wayfinding and Signage – Steve McKain / Jon Johnson
 - i. Chimney Rock CDOT sign on Hwy 84
 - ii. Update on various projects
- e. Visitor Center
 - i. Chamber Members in Lobby – non tourism-related businesses
- f. Tax Compliance
 - i. Update

8. Old Business

9. New Business

- b. Public Comment
- b. Tourism Board Ideas and Comments

10. Adjournment